Oren (left), Mekonen and Eden, stars of *Beneath the Helmet*, at the Jerusalem Premiere.
MISSION
To emotionally and intellectually connect young Jews to Israel, Judaism and the Jewish People.

STRATEGY
Engage, Educate, Empower

Through:
- Original feature films
- Engaging film classes
- Captivating short films
- High quality online learning programs featuring world-renowned experts
- Special focus on educating, training and motivating future leaders spending a gap year in Israel
- Turn-key curriculum for organizations, schools, synagogues and churches
- Broad product distribution via Internet, TV, social media, live events and organizational partnerships
2015 ACCOMPLISHMENTS
MAJOR HIGHLIGHTS

- Launched three new feature films: Beneath the Helmet, Crossing the Line 2 and Hummus! The Movie.
- Producing three new documentary films to be released in 2016-2017: Mekonen, Sustainable Nation and Brothers For Life.
- Reaching millions of viewers through Netflix, El Al flights, GOD TV, One America’s News Network, Shalom TV and JLTV.
- Launched Why Be Jewish, our exciting new Jewish engagement initiative, with 12 focus groups in LA and Philadelphia.
- More than 1,700 organizations have used our products, including BBYO, NCSY, AEPi, StandWithUs, Birthright, Hillel, Hasbara Fellowships, Chabad, JNF, AIPAC and FIDF.
- JU Israel teaching at 20 schools, graduating 900 student activists over two years who now have the tools to defend Israel on campus.

“No organization we work with has the depth and breadth of timely and relevant videos and resources as Jerusalem U has.”

David Snyder, Executive Director
Jewish Community Relations Council
Produced six film classes for our Israel Education series.

Ran teacher training workshops for more than 80 Israel educators in New York, Philadelphia and Washington, DC, giving them the tools to teach students the facts about Israel.

Launched Impact: Make Your Mark!, an inspiring online film course about leadership for college students.

Wrapped up Phase 2 of CORE18, graduating 19 students (and 17 ventures) who now have the skills to help enrich Jewish life and connect others to Israel.

Merged the best of the Gap Year Oz Fellowship and CORE18 Leaders Lab into a new CORE18 Fellowship for the Gap Year program, which will focus on training select student leaders in Israel.

New initiative with South African Friends of Israel to educate Christian leaders and communities about Israel.
We engage millions of people across the globe with our award-winning films.
A shocking new documentary exposing how anti-Israel activity can cross the line and become anti-Semitism.

- **272,113 views online** (YouTube and Facebook) as of December 1, 2015.

- **New York Premiere** at the 92nd Street Y and **Detroit community screening** with guest speaker Eric Fingerhut, President and CEO of Hillel, reaching a combined audience of more than 1,000 people.

- Sold-out Boston Premiere featuring Ayaan Hirsi Ali.

- **33 international screenings** in 12 countries, including Brazil, Canada, Israel, France, South Africa and the UK.

“**It is my duty to raise the alarm... the physical and verbal tactics of those who seek to attack Israel on campuses has indeed ‘crossed the line’...the current situation is making students feel that their faith and identity is threatened on the very campus that should be nurturing and protecting them.”**

*Eric Fingerhut, President & CEO, Hillel*

“What have I achieved in the last 13 or 14 years, if this is what people are doing on campus and I wasn’t even aware of it?...That is what this film confronted me with.”

*Ayaan Hirsi Ali, Human Rights Activist*
An inspiring, coming-of-age film about five Israeli soldiers that shows the human side of the Israeli people.

- Available on Netflix and El Al in-flight entertainment.
- 921 screenings including 253 high schools, 150 colleges and 109 summer camps.
- Screened at 22 film festivals, including Hong Kong, “Seret,” the London Israeli Film Festival and Atlanta, the largest Jewish film festival in the world.
- Special screening for Philadelphia Eagles players, trainers and Vice-President. Guest speaker Lt. Eden Adler spoke to the NFL athletes about leadership lessons from the IDF.
Partnered with BBYO to develop “Basic Training,” *Beneath the Helmet*’s follow-up curriculum for teens. 141 schools and youth groups are using the program.

Trained 1,100 Jewish Agency Shlichim (emissaries) to screen the film at Jewish summer camps. 21 camps hosted guest speaker from *Beneath the Helmet*, Lt. Aviv Regev.

Week-long theatrical run in NY and Israel.

Cleveland premiere event on December 9 with David Blatt, Cleveland Cavaliers Coach.

Sold-out screening and standing ovation at AIPAC.

1,200 guests attended the Saban Theater screening in LA, co-sponsored by 25 local synagogues from all denominations.

“The film *Beneath the Helmet* plays a very important role in changing students’ minds, students who really don’t know much about Israel.”

*Ruth, Department of Foreign Languages, Kennesaw State University*
An eclectic, touching film about the power of one superfood to bring Muslims, Christians and Jews together...in the Middle East, America and around the world.

Hummus! The Movie was completed in November 2015. An exclusive pre-release screening was held in the Old City of Jerusalem on October 3 for 80 friends and supporters.

On December 10, Hummus! The Movie was screened at the Jerusalem Jewish Film Festival at the city’s Cinematheque. It will be launching internationally as an independent film in 2016.

“Sometimes you see a rabbi sitting with a soldier, and a hi-tech guy with a lawyer, and a truck driver and stuff and they’re all talking, they’re all happy - passing the pita, passing the salt, and they become friends.”

Eliyahu Shmueli, Hummus Restaurateur
WHY BE JEWISH

In 2015, we launched the research phase of Why Be Jewish, a revolutionary new Jewish engagement initiative.

Why Be Jewish will use short films and online marketing tactics to reach unaffiliated young Jews and spark their interest in Jewish heritage, identity and Israel.

Why Be Jewish involves four stages:

1. Research and Planning
   To discover ways to drive relevance and define the best operational approach

2. Short Film Production
   To create assets and content

3. Distribution
   To raise awareness and test model

4. Evaluation
   To measure success

- Commenced professional market research to identify themes/genres that resonate with young Jews and creative ways to make Judaism relevant to them.
- Partnering with Finch Brands to conduct research phase for Why Be Jewish.
- Held 12 focus groups in LA and Philadelphia to test themes.
- Results from our research will inform our Why Be Jewish creative marketing campaign and film content.
We educate young Jews by providing exceptional programs taught by world-renowned educators like Professor Alan Dershowitz, Emeritus Chief Rabbi Lord Jonathan Sacks, Professor Bernard Lewis and Dr. Tal Ben-Shachar.
JEWISH EDUCATION COURSES

We have reached a total of 5,116 students through our online Jewish education series.

- 83% of our graduates are more proud to be Jewish.
- 72% want to learn more about Jewish ideas.
- 96% of JU MAX students described the educational level of the course as “highly stimulating” or “thought-provoking.”
- After taking JU Max, 91% of students believe Judaism is a “source of wisdom and guidance” or provides “instructions for living in all aspects of life” (an increase of 124%).

“The classes reinforced my Jewish pride and helped inspire me to grow more, not only as a person, but as a Jew.”

Hayley Fixler
University of Maryland

GRADES PER YEAR

STUDENT PERCEPTIONS OF JUDAISM (JU MAX)
ISRAEL EDUCATION

- Reaching over 320 million households worldwide with The Israel Course through GOD TV. 620 DVDs have also been sold, up 100% from 2014.

- Educating a total of 4,344 college students through Israel Inside/Out, and recently working with AEPi chapters across the country to screen the course.

- Partnering with 725 organizations using our Step Up For Israel education.


- Organized teacher training workshops in New York, Philadelphia and Washington DC for 70 high school educators.

- Offering “Spinning Through Israel” (cycling class) and “Stand Up For Israel” (stand-up comedy), new informal Israel education series led by Zeev Ben-Shachar.

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"This class [Israel Inside/Out] gave me not only a secure knowledge base on Israel and its situation in the Middle East, but also a renewed courage and motivation to speak up for Israel and defend it in a peaceful and concise manner."

Sylvia Towler
Temple University

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INCREASE IN ISRAEL INTERESTS AFTER ISRAEL INSIDE/OUT

- Attend an educational trip or program in Israel
- Attend a pro-Israel event
- Care more about Israel
- Volunteer for a pro-Israel organization
- Pay more attention to the news about Israel
- Feel more proud to be Jewish
- Feel more connected to Israel
- Learn more about Judaism

N = 459

DO YOU HAVE THE TOOLS TO DEFEND ISRAEL?
52% INCREASE AFTER TAKING ISRAEL INSIDE/OUT

Before Course After Course

N = 594
JU INTERNATIONAL: ISRAEL EDUCATION IN SOUTH AFRICA

Thanks to our partner, Karen Davidson, we forged a partnership with South African Friends of Israel as a gateway to distribute our products across the continent.

South African Friends of Israel works with Israel educators and activists to train religious and cultural leaders across South Africa how to debunk apartheid myths and communicate a positive Israel narrative to their communities.

- Jerusalem U films and Israel education courses airing on WOWTV in January, reaching 100,000 South Africans.
- 50 Christian religious leaders from across the African continent are using The Israel Course to train their communities about how to make the case for Israel.
- 250 young leaders from Impact For Christ Ministries, DEISI (Develop, Embrace, Invest in and Support Israel) and the Restored Vine Ministries Church watched Israel Inside and learned how to respond to allegations against Israel on radio and TV.
- 230 leaders from the influential Ebenezer community – Afrikaans Christians – will receive training through Step Up For Israel.

“Jerusalem U’s Israel education programs have become our primary tool of education. The aim is to train key leaders to take this message back to their communities to create groundswell of support for Israel in South Africa.”

Gavriel Sacks,
Executive Director, South African Friends of Israel
We empower the best and brightest millennials to take a stand for Israel and the Jewish People.
JU ISRAEL: GAP YEAR EDUCATION

We continue to educate 500 post-high school students at 20 gap year schools in Israel this academic year, while providing follow-up engagement opportunities to our 900 gap year alumni at 129 universities.

- Teaching **29 gap year courses** (at 20 schools), compared to 26 courses (at 20 schools) in 2014-2015 (up 12%).
- **300 alumni** involved in Israel activism on campus with AIPAC, CAMERA, StandWithUs, Hasbara Fellowships, ICC and ZOA.
- Trained **400** students in social media messaging in partnership with The Brand of Milk and Honey (BOMAH).
- Provided **advanced advocacy training** to 64 students through our Gap Year CORE18 Fellowship program. Currently training a new cohort of **25 emerging Israel activists and Jewish leaders**.
- Grew **Gap Year team** to include a Managing Director, two full-time Israel educators, two part-time educators and an assistant.

88% of alumni indicated that our Gap Year Program inspired them to get involved in Israel activism on campus.

**POSITIVE CHANGES IN STUDENTS’ ATTITUDES AFTER GAP YEAR PROGRAM**

- Confront a lecturer in class
- Intend to take an active leadership role
- Confident responding to anti-Israel allegations
- Prepared for campus life
- Writing posts about Israel on social media
- Advocating for Israel
- Discussing positive aspects of Israel

N = 311
“The CORE18 Fellowship has prepared us more than anything else for the four years of college that we have in front of us.”

Josh R., Tulane University

Current CORE18 Fellows, after a lecture by David Horovitz, Founding Editor, Times of Israel.

“JU Israel (CORE18) gave me a focus to channel all the incredible love for Israel that I gained throughout my gap year, and a concrete, effective way to carry it with me into my college experience.”

Gabrielle S., Barnard College
## DONORS

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<td>Rowan Family Foundation</td>
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<td>Isaac Waserstein</td>
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<td></td>
<td>Andy Lappin</td>
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# Jerusalem U Budget 2014-2016

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<th>Expenses</th>
<th>2016 Projections</th>
<th>2015 Budget</th>
<th>2014 Budget</th>
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<tr>
<td><strong>Education Expenses</strong></td>
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<tr>
<td>Curriculum Development</td>
<td>$223,483.00</td>
<td>$203,165.91</td>
<td>$135,684.31</td>
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<td>JU Israel (including CORE18)</td>
<td>$404,200.00</td>
<td>$367,364.73</td>
<td>$615,107.48</td>
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<td>JU Max</td>
<td>$60,000.00</td>
<td>$52,512.64</td>
<td>$50,012.04</td>
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<td><strong>Total Education Expenses</strong></td>
<td>$687,683.00</td>
<td>$623,043.28</td>
<td>$800,803.83</td>
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<td><strong>Total Film Production Expenses</strong></td>
<td>$1,095,350.00</td>
<td>$833,409.00</td>
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<tr>
<td><strong>Marketing, Sales &amp; Distribution Expenses</strong></td>
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<td></td>
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<tr>
<td>Marketing, Sales, Communications &amp; Graphics</td>
<td>$844,371.00</td>
<td>$1,504,087.42</td>
<td>$782,374.20</td>
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<td>Recruitment</td>
<td>$87,897.48</td>
<td>$81,516.92</td>
<td>$74,700.88</td>
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<td>IT Department</td>
<td>$343,990.00</td>
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<td>Stipends</td>
<td>$130,000.00</td>
<td>$93,788.20</td>
<td>$85,262.00</td>
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<td><strong>Total Marketing Sales &amp; Distribution Expenses</strong></td>
<td>$1,406,258.48</td>
<td>$1,679,392.54</td>
<td>$942,337.08</td>
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<td><strong>Operational Expenses</strong></td>
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<tr>
<td>Operation Expenses (operational salaries, postage, software, supplies, etc.)</td>
<td>$1,120,973.33</td>
<td>$925,686.00</td>
<td>$803,504.94</td>
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<td>Accounting, Legal, Insurance &amp; Other Expenses</td>
<td>$66,000.00</td>
<td>$51,558.00</td>
<td>$46,871.30</td>
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<td>Fundraising, Conventions, Conferences &amp; Travel Expenses</td>
<td>$529,152.00</td>
<td>$561,128.00</td>
<td>$355,604.00</td>
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<td>Building Expenses, Repair &amp; Maintenance</td>
<td>$100,626.14</td>
<td>$48,000.00</td>
<td>$31,602.25</td>
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<td>Professional Development, Strategic Planning and Organizational Consultants</td>
<td>$75,000.00</td>
<td>$50,000.00</td>
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<td><strong>Total Operational Expenses</strong></td>
<td>$1,891,751.47</td>
<td>$1,636,372.00</td>
<td>$1,237,582.49</td>
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<td><strong>Total Expenses</strong></td>
<td>$5,081,042.94</td>
<td>$4,772,216.82</td>
<td>$3,831,094.85</td>
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METRICS
Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys before and after programs. These are the results from 749 graduates of our 8-hour Israel Inside/Out college course (2013-2015).

**ISRAEL INSIDE/OUT ONLINE COURSE FOR COLLEGE STUDENTS**

DO YOU UNDERSTAND THE POLITICAL SITUATION IN ISRAEL? 87% INCREASE AFTER TAKING THE COURSE

Before Course: 47% & After Course: 88%

DO YOU UNDERSTAND ISRAEL’S HISTORY? 65% INCREASE AFTER TAKING THE COURSE

Before Course: 57% & After Course: 94%

DO YOU UNDERSTAND ISRAEL’S CHARACTER AND SOCIETY? 38% INCREASE AFTER TAKING THE COURSE

Before Course: 69% & After Course: 95%
**Frequency of Israel Advocacy**

Before Course:
- 25% 3+ times a semester
- 25% 1-2 times a semester
- 32% 1-2 times a year
- 19% Never

After Course:
- 40% 3+ times a semester
- 36% 1-2 times a semester
- 23% 1-2 times a year
- 2% Never

**How Much Did You Learn About Israel?**

- A lot or a significant amount of new information: 74%
- Some new information: 25%
- Nothing new: 1%

**Would You Recommend the Course to a Friend?**

- Yes: 81%
- No: 19%
Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys before and after programs. These are the results from 930 graduates of our Habits of Happiness, Judaism 101 and Cinema: The Jewish Lens online courses (2013-2015).

INCREASE IN JEWISH INTEREST AFTER ONLINE JUDAISM COURSES

HOW MUCH DID YOU LEARN ABOUT JUDAISM?

- A lot or a significant amount of new information (34%)
- Some new information (66%)
- Nothing new

WOULD YOU RECOMMEND THE COURSE TO A FRIEND?

- Yes (77%)
- No (23%)
Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys and interviews before and after programs. These are the results from 574 graduates of our JU Max online course (2013-2015).
JU ISRAEL: GAP YEAR EDUCATION

Measuring quality impact - in terms of knowledge, emotional connection, commitment to Israel/Jewish people - through surveys and interviews before and after programs. These are the results from 311 JU Israel graduates (2014-2015).

**PARTNERING SCHOOLS**

- 2013/2014: 14
- 2014/2015: 19
- 2015/2016: 20

**WOULD YOU RECOMMEND THE COURSE TO A FRIEND?**

- Yes: 96%
- No: 4%

**COURSE RATING**

- 7-10 rating: 91%
- 0-6 rating: 9%

**TEACHER RATING**

- 7-10 rating: 96%
- 0-6 rating: 4%
FILM SCREENINGS

FILM SCREENINGS GROWTH

CROSSING THE LINE 2

VIEWERS INSPIRED BY THE FILM TO MAKE A DIFFERENCE

Inspired
Somewhat inspired
Not inspired

N = 62

32%
65%
3%

VIEWERS AWARE OF THE ISSUES BEFORE WATCHING THE FILM

Unaware or somewhat unaware
Aware

N = 62

27%
73%
### WEBSITE TRAFFIC

#### JERUSALEM U WEBSITE VISITS (BY PRODUCT)

#### JERUSALEM U WEBSITE VISITS (COMBINED)

### SOCIAL MEDIA

#### YouTube Views

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<th>Change</th>
<th>2014</th>
<th>Change</th>
<th>2011 - 2013</th>
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<tbody>
<tr>
<td>Views</td>
<td>528,051</td>
<td>112%</td>
<td>249,388</td>
<td>330%</td>
<td>57,947</td>
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<tr>
<td>Subscribers</td>
<td>1,625</td>
<td>122%</td>
<td>733</td>
<td>183%</td>
<td>259</td>
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#### Twitter Followers

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<th>Change</th>
<th>2014</th>
<th>Change</th>
<th>2013</th>
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<tr>
<td>Jerusalem U</td>
<td>12,174</td>
<td>3%</td>
<td>11,800</td>
<td>52%</td>
<td>7,787</td>
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<tr>
<td>Step Up For Israel</td>
<td>8,249</td>
<td>3%</td>
<td>8,020</td>
<td>60%</td>
<td>5,016</td>
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#### Facebook

<table>
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<tr>
<th></th>
<th>2015</th>
<th>Change</th>
<th>2014</th>
<th>2013</th>
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<tbody>
<tr>
<td>Jerusalem U Likes</td>
<td>20,352</td>
<td>3%</td>
<td>19,689</td>
<td>1,225</td>
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<td>Jerusalem U Engagement</td>
<td>66,925</td>
<td>-44%</td>
<td>119,197</td>
<td>8,312</td>
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<td>Step Up For Israel Likes</td>
<td>286,056</td>
<td>51%</td>
<td>189,005</td>
<td>11,825</td>
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<td>Step Up For Israel Engagement</td>
<td>1,722,528</td>
<td>53%</td>
<td>1,124,767</td>
<td>64,277</td>
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**Financial Metrics**

### Revenue

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<th>2014</th>
<th>Change</th>
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<tbody>
<tr>
<td>Contributions from Donors and Foundations</td>
<td>$5,127,167</td>
<td>$4,985,353</td>
<td>7%</td>
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<tr>
<td>Revenue from Sales</td>
<td>$381,411</td>
<td>$250,466</td>
<td>52%</td>
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<tr>
<td>Total Revenue</td>
<td>$5,508,578</td>
<td>$5,235,819</td>
<td>9%</td>
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### Donations

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<th></th>
<th>2015 (As of Dec 1)</th>
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<th>2013</th>
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<tbody>
<tr>
<td>Number of Donors (including pledges)</td>
<td>578**</td>
<td>802*</td>
<td>355</td>
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<tr>
<td>Average Donation Per Donor</td>
<td>$8,871</td>
<td>$6,216</td>
<td>$8,805</td>
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*Includes 200 ticket sales to Beneath the Helmet Galas

** There were no Galas in 2015
JERUSALEM U: 
2015 MAJOR HIGHLIGHTS

- 1,187 Screenings
- 22 Countries
- 320 Million Households
- 1,716 Partners
- 900 Student Activists

And much more...

Imagination Productions (dba:Jerusalem U)
11110 W Oakland Park Blvd
Suite 288
Sunrise, FL 33351

Jerusalem U is a registered non-profit 501(c)(3).
Tax ID: 26-1264680